

TIME TO JOIN IN – CHAMBER MEMBERSHIP

MISSION

The mission of the Leander Chamber of Commerce & Visitors Center is to promote member businesses, encourage economic growth, attract tourism and cultivate community leaders.

ACTION

Promote Member Businesses:

Develop and Maintain a Strong Web Presence • Offer Ample Networking Opportunities • Provide Business Education

Encourage Economic Growth:

Legislative Support for Proposals Designed to Promote Economic Growth • Continued Formal and Informal Relationships With City Officials and Executives • Expand and Continue Bringing Opportunities to Showcase the Community of Leander • Bring Funds Into the City Via Tourism and Event Activities

Attract Tourism:

Conduct Events that Bring People to Leander • Partner with the City to Drive Development that Promotes Bringing People to Leander

Cultivate Community Leaders:

Continue to Lead Leander Leadership Ambassador Program • Provide Committee Opportunities to Members to Get More Involved

SPECIAL EVENTS

Living Leander Community Expo

Held on February 24th, this event offers vendors the opportunity to share their goods and services.

Average Attendance: 1,000 guests

Sponsorship: \$250 - \$5,000

Annual Golf Tournament

Held on Friday, April 21st from 10-4 at Crystal Falls Golf Course. Enjoy a competitive networking event followed by dinner and awards.

Average Attendance: 150 players

Sponsorship: \$250 - \$5,000

Old Town Street Festival

Kicks off the evening of Friday, May 19th and runs through Saturday, May 20th. Old Town Leander comes alive with local and national artisans offering handcrafted creations, music, activities, and food. The 2017 festival will feature headliner Rick Trevino.

Average Attendance: 15,000+ people

Sponsorship: \$250 - \$15,000

Annual Gala

Held on Saturday, September 30th at Sheraton Georgetown. An extravagant night of awards, games, prizes, and networking.

Average Attendance: 300-400 people

Sponsorship: \$500 - \$10,000

Prospector's Bus Tour

Held on October 19th, the tour showcases commercial and residential investment real estate and new residential communities in Leander.

Average Attendance: 80 attendees

Sponsorship: \$500 - \$1,500

Old Town Christmas Festival

Held on Saturday, December 2nd from 11-8. Old Town Leander comes alive to spread Christmas joy throughout the community with the Rudolph Run, Leander in Lights Parade, pictures with Santa, entertainment, food, vendors, and activities.

Average Attendance: 5,000+ people

Sponsorship: \$250 - \$5,000

MONTHLY EVENTS

Monthly Membership Lunch & Learn

Held on the 4th Tuesday of each month from 11:30-1 at Hill Country Bible Church. This event includes awards, recognition, and a guest speaker.

Average Attendance: 120-180 attendees

Sponsorship: \$150

Networking Connections Roundtable

Breakfast networking event open to all; held on the second Thursday of each month (except December) at Pat Bryson Hall.

Average Attendance: 20-30 attendees

Sponsorship: \$50

Business After Hours

This event varies monthly from 5-6:30 at the host business. Network with other members and enjoy complimentary refreshments.

Average Attendance: 20-30 attendees

Sponsorship: Food & Drink

Leander Women's Network

This event is held monthly at different local businesses to try new things and discover more about the fellow women in the network.

Average Attendance: 10-20 attendees

Sponsorship: Food & Drink

MEMBERSHIPS

LEVEL 1 • ASSOCIATE

Associate Overview

The Associate level membership is designed for small companies that want to become more engaged in the Leander business community and increase their network of professional contacts.

Recommended For

Small businesses (less than 2 employees).

Annual Membership Commitment \$200

Non-Profits rate \$150

\$325 is base membership. Commitments below that rate are gifted to small businesses and nonprofits in an effort to support the our community and our members in need of a helping hand.

**VALUE OF
ASSOCIATE
ADVANTAGES
\$1,100**

**ANNUAL
COMMITMENT
\$200**

**SAVINGS
\$900**

Membership Advantages Value:

Access to All Events, Sponsorships, and Advertising • Free or Discounted Networking Events, Mixers, & Roundtables • Opportunity to Serve on Chamber Committees Listing On-Line And In Print/PDF Membership Directory • Ribbon Cutting and/or Open House Service • Coupons & Member-To-Member Discounts \$200 Value Events & Job Postings \$100 • Chamber Meeting Room Use (1X Per Year, \$150)

New: Announced In Chamber Monday Newsletter 1X Per Year at Renewal \$75 (.05 x 1500)

Chamber Social Media - 1 Mention Per Year at Renewal \$96

(\$2.40 x 40 Engaged FB Views)

LEVEL 2 • COLLABORATOR

Collaborator Overview

The Collaborator level membership is the BEST VALUE for small companies wanting to become more engaged in Leander, increase their network of professional contacts, and take advantage of the many marketing and advertising opportunities the Chamber offers.

Recommended For

Small businesses (2-10 employees).

Annual Membership Commitment \$325

Commitments over \$325, but lower than the next level, are invested back into the Chamber to fund membership opportunities, increase programming and events, and support the long-term success of the Chamber, our community, and our members.

**VALUE OF
COLLABORATOR
ADVANTAGES
\$2,150**

**ANNUAL
COMMITMENT
\$325**

**SAVINGS
\$1,825**

Membership Advantages Value:

◆ Access to all Level 1 Benefits Plus

Newspaper Ads in Hill Country News at the Reduced Rate of \$75 (\$300 savings)

Membership Mailing Labels (1) \$50 Per Year

\$50 Sponsorship Credit

Host After Hours Mixer (\$100 value)

New: \$50 Discount for the Living Leander Community Expo

MEMBERSHIPS

LEVEL 3 • PARTNER

Partner Overview

The Partner level membership is designed for small companies that want to become more engaged in the Leander business community and increase their network of professional contacts.

Recommended For

Small to Mid-sized businesses (contractors, business professionals, car dealerships, etc.). Benefits are flexible and customizable in order to fit the specific needs of a company.

Annual Membership Commitment
\$650

VALUE OF PARTNER ADVANTAGES
\$4,470

ANNUAL COMMITMENT
\$650

SAVINGS
\$3,820

Membership Advantages Value:

◆ **All Level 1 & Level 2 Benefits \$2,150 Dollar Value Benefits Plus**

Membership Mailing Labels (2X per year) \$100 • \$100 Sponsorship Credit
\$150 Title Sponsor Credit • Chamber Meeting Room Use (as needed, as available)
Two Category Listings in the annual Living Leander Magazine

New: \$100 Discount for the Living Leander Community Expo

Free Lunch and Learn Table Setup (\$20)

Free Ad in Chamber Monday Newsletter (\$50, small ad)

Free 12 Month Website Ad (Ad will be on a secondary page and will rotate with fellow Partner Members, \$1200 value)

LEVEL 4 • INVESTOR

Investor Overview

The Investor level of membership is designed for established companies that are focused on community engagement and becoming key players within the Chamber through programming, events, and advertising.

**VALUE OF
INVESTOR
ADVANTAGES
\$6,220**

Recommended For

Large or Mid-sized companies (government, community banks, franchise restaurant/retailers, media, etc.). Benefits are flexible and customizable in order to fit the specific needs of a company.

**ANNUAL
COMMITMENT
\$1,200**

**Annual Membership Commitment
\$1,200**

**SAVINGS
\$5,170**

Membership Advantages Value:

◆ **All Level 1,2, & 3, Benefits \$4,470 Dollar value of Benefits Plus**

\$150 Discount for the Living Leader Community Expo • \$150 Sponsorship Credit
\$300 Title Sponsor Credit • Logo Placement on Wall of Honor Banner displayed in the
Chamber Year Round • \$100 Discount on Leadership Leader

**New: Free 12 Month Website Ad (Ad will be on a primary page and
will rotate with fellow Partner Members, \$2400 value)**

Free Ad in Chamber Monday Newsletter (\$100, Large ad)

OPPORTUNITIES

Coupons

“Coupons” is a turn-key marketing tool that provide members the opportunity to advertise to other members and the community. Coupons can be expressed in the form of a discount, a promotion, a general advertisement, etc. Once a coupon is created, it is posted on our website.

Job Postings

Members can utilize the “Job Postings” tool to advertise jobs with other Chamber members and also the general public. Members can publish job postings through their Chamber login portal. Once a job posting is created, it may be shared on the Chamber Facebook and Twitter pages.

Social Media

Members can keep up with what is happening in the community through the Chamber’s Facebook page, Linked In, and Twitter account. All members are Liked and comments are also posted on members social media accounts by request or as occurrences make sense.

Ribbon Cutting

Let the Chamber assist you in hosting a Ribbon Cutting, Grand Opening, or Ground Breaking. This is an excellent opportunity to bring attention and community exposure to your business.

Mailing Labels

Mail to other Chamber members through a membership database provided by us. Utilize the contacts for a direct mail piece, holiday cards, etc. This benefit is included in the Collaborator (Level 2) membership package and higher. For Associate level members, this benefit can be purchased at \$50 a la carte fee.

Relocation Packets

Advertise your company to newcomers relocating to the Leander area. Along with member information, relocation packets will include pertinent community Information (school system, utilities, recreation, etc.). Relocation Packets will be available at the Chamber office for the general public and will also be distributed to major employers in Leander based upon need. This benefit is included in the Collaborator (Level 2) membership package and higher. Member is allowed one insert into Relocation Packages for entire year, and is responsible for printing and dropping off insert at the Chamber office.

Chamber News

The Chamber's e-newsletter that is emailed out to all members and their designated employees (appx 1,500 in total) on a weekly basis. This newsletter spotlights upcoming chamber and community events. Small ads can be purchased for \$50 and Large ads for \$100.

Living Leander Magazine

Living Leander showcases Leander and Williamson/Travis County to current and prospective citizens, businesses, organizations and industries by promoting the area's quality of life. The Leander Chamber of Commerce and other key businesses, organizations and industries will distribute 3,500 copies of Living Leander throughout the year to current and prospective citizens, businesses, organizations and industries. Living Leander serves as a useful marketing tool in attracting employers and new businesses.

Video Advertising

Leander Chamber of Commerce has partnered with Red Speck Media to bring our members an incredible opportunity to educate and promote your business. All participants in the program will have their video promoted on the Leander Chamber of Commerce and City of Leander websites. Red Speck Media provides the video business profiles to Leander Chamber of Commerce members at a discounted rate of \$900.

Website Advertising

The Leander Chamber of Commerce has a premium website listing of www.leandercc.org. When typing a general GOOGLE search of Leander, TX, the Chamber's website appears at the top of the online listing results. This valuable online presence allows our members to fully capitalize upon their online listing in the Chamber membership business directory. In addition to the benefit of the business directory, members also have the opportunity to increase company viewership and awareness even further by purchasing website advertising space on the Chamber website.

All Other Pages Logo Ad (Included in Partner Level)

Available for purchase at all levels:

1 Month - \$150

6 Month - \$400

12 Month - \$650

Homepage Logo Ad (Level 4, Investor Members only):

Value - 12 Month - \$700